Dear [Customer name],

Last we spoke, we talked at length about [topic] and how [you’re trying to optimize the process]. That’s why I thought you’d be interested in checking out our {new [guide/blogspot/whitepaper]}.

It’s called [Title of content] and our team has really hit the nail on the head with this one.

Let me know what you think (if you want more content, I’d be happy to ask my team).

Thanks!

[Your name]